

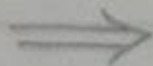
* 15 transaction \therefore 4% 4% is 6 times

Step 1

C_1

L_1

Itemset
milk
Bread
Butter
beer



Itemset	sup
milk	9
Bread	10
Butter	7
beer	5

nothing support

Step 2

C_2

L_2

Itemset
(milk, Bread)
(milk, Butter)
(Bread, butter)

Itemset	sup
(milk, Bread)	6
(milk, butter)	5
(Bread, butter)	6

Step 3

C_3

L_3

Itemset
(milk, bread, butter)

Itemset	Sup
(milk, bread, butter)	4

★ Candidate rules come from L_2

• milk \rightarrow Bread

• bread \rightarrow Milk

• bread \rightarrow butter

• butter \rightarrow bread

Rule	set	cnt	set	cnt	Confidence
If milk then bread	milk	9	milk and bread	6	$\frac{6}{9} = 66.6\%$
If bread then milk	bread	10	bread and milk	6	$\frac{6}{10} = 60\%$
If bread then butter	bread	10	bread and butter	6	$\frac{6}{10} = 60\%$
If butter then bread	butter	7	butter and bread	6	$\frac{6}{7} = 85.7\%$

∴ If we want Confidence $> 70\%$

∴ the rule is :-

If butter then bread